## Booher Named Chairman of McGraw-Hill Books

By HARRY GILROY

Edward E. Booher, president of McGraw-Hill Book Company since .1960, became chairman of the concern yesterday and Harold W. McGraw Jr., execu-· tive vice president, succeeded him as president.

Shelton Fisher, president of McGraw-Hill, Inc., of which the book company is a division, said the changes were designed to strengthen management of the rapidly growing company. He

added:
"The past decade has seen the book company quadruple its volume, and its prospects for future growth are promising indeed."

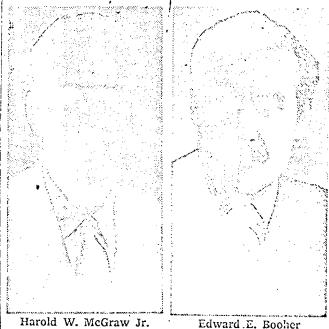
The McGraw-Hill Book Company, one of the largest general and educational publishing companies in the country, had an income of \$139-million last year and anticipates \$160-million this year. It is the biggest division of McGraw-Hill, Inc., whose revenue from magazines, be the book company's chief 1936, began as a college-book catalyst in this changing period newspapers and information operating officer.

services as well as books toThe book company was torial positions in the college Emphasizing the continuing services as well as books to-taled \$328-million last year.

## Booker's Responsibilities

In his new position, Mr.

founders of the organization,



Both Mr. Booher and Mr. McGraw and John Hill, comments, became vice president books and other instructional medicated that other peteting publishers of technical in 1944 and executive vice materials produced by the publishers. executive promotions were in magazines, decided to set up a president in 1954. After becom-lishing company, he 'said: "I prospect. Mr. Booker said, books that occasionally re-ing president, he was elected see an increasing need to get along in the next years."

Beolog's Bespecialistics.

There will be other moving along in the next years."

Beolog's Bespecialistics. pete in the magazine field.

Booker, who is 57 years old, cGraw said yesterday, "is that and Chairman of Franklin Book continues as the book comt the two men discussed which Programs, the nonprofit organipany's chief executive officer one would have his name first zation that helps less developed and chairman of the editorial on the joint book company and countries establish their own and executive committees. He which one would be president, book industries. He is a past

He said he hoped to have more time "to make these parts

needs of education as far as publishing is concerned."

work together better," adding, Quite a few giants that collect enterprises end up with a bushel basket of parts which they are not able to relate."

He said: "We haven't been able to do it perfectly, but I really do think we know what we are doing. This company is made up of publishers, not specialists out of other industries. I think that with this talent we can make the whole of the company bigger than the sum of the parts.'

Mr. McGraw, a 1940 Princeton graduate and ex-captain of the Air Force, started as a trade-book salesman in the company 22 years ago. He said yesterday that he sees "one of my big jobs to be the personal development in younger publishers here of a professional pride in making publishing a

example, He is president of the Amer-training." "The story around here," Mr. ican Book Publishers Council

and executive committees. He which one would be president, book industries. He is a past will also direct the international end of the business."

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One of the purposes of the p founders of the organization, Mr. Booner, who joined Mc getner a fairly complete and Harold McGraw becames the Graw-Hill shortly after gradua-cohesive group of enterprises first member of this family to tion from Antioch College in which pretty well cover the Mr. Booher, who joined Mc gether "a fairly complete and

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